

# How to reach us

If you have questions or would like to order additional FREE materials call 1-800-929-1414.

**The Accommodation Program**  
P.O. Box 8073  
Dover, DE 19905-9911



**Phone or Mail**

## Coming Attractions

### October

14

**"The Back Street Home"**  
Nostalgia  
Call the Radio-Resource  
Association's Special Needs  
Chapter at 412-336-6222 to  
register.

14 - 17

**Southwest Bowling Tournaments**  
Association Convention and  
Trade Show  
Arlington, Texas  
Start on levels 4-17

20 - 23

**Western States Super  
Trade Show**  
Reno, Nevada  
Start on levels 4-17

### November

5 - 8

**Eastern Bowling Centers  
Convention and Trade  
Exhibit**  
Atlanta City, New Jersey  
Start on levels 4-17

9 - 12

**International Wheelchair &  
Recreation Show**  
New York, NY  
Start on levels 4-17

24 - 25

**Older Hand & Hand  
Association Annual Meeting  
and Trade Show**  
Chapel Hill, NC  
Start on levels 4-17



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Dover, Delaware 19905-9911

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# Sign of the TIMES

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**Bar Service  
Means  
Better Parties**



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**Accommodating Today's  
Most Demanding Guests**



Pg 6  
**What Do  
You Think?**



Pg 7  
**FREE  
Materials**

## COVER STORY

# Atlanta Plays Host To The World

## THE ACCOMMODATION PROGRAM DURING THE OLYMPICS

In its role as the official agent of the Southeast, Atlanta has long positioned itself as one of America's leading cities. The International Olympic Committee's choice of Atlanta to host the 1996 Summer Olympic Games recently elevated the city to "world-class" status.

Ready quickly to enter the hospitality community in Atlanta, the city has prepared the 2,000,000 visitors — in one time — from all over the world. All these people — all these cultures — all these languages. Members of the hospitality industry in Atlanta, and throughout Georgia, realized that they were facing the biggest challenge — and the biggest opportunity — of their lives.

### Meets The Accommodation Program.

Beyond the huge crowds and vibrant diversity, the Atlanta hospitality community faced a challenge: how to expand its services to meet the needs of the world. For example, international visitors may not be accustomed to, and may be confused by, smoking restrictions. In many countries, offering no cigarette area is considered a public act.

### Meet Accommodating City News.

Our solution to these challenges came in the form of The Accommodation Program. Having a full year ahead of the opening ceremonies, the program worked with convention and visitor bureaus and local hospitality associations throughout Georgia to help businesses get ready to accommodate the varied preferences of their international guests. In the process, over 2,000 Georgia establishments were welcomed into the program.

Atlanta's reputation as a world-class city was enhanced by the program. The program's success was a result of the cooperation of the Atlanta hospitality community. The program's success was a result of the cooperation of the Atlanta hospitality community. The program's success was a result of the cooperation of the Atlanta hospitality community.

international restaurants in the metro-Atlanta area. "Some of the most successful — for example, my guests from Houston, where much of the population smokes — have no experience with smoking restrictions. The Accommodation Program helps me to prepare all of my customers," "Baptist and...

### Prepares Customers, Too.

In the spring, the program and the Atlanta Convention & Visitors Bureau (ACVB) sponsored a protocol seminar to give Atlanta businesses specific advice on the nature and importance of how to accommodate the diverse cultures and tastes of visitors during the Olympics. They had information and were now armed to handle a variety of requests from 195 countries. For example, in Germany, the practice of showing the palm of the hand (which we use in the United States) is considered "imp" or "stupid" in a social context. In another country, this gesture referred to being "not" but "not" in the "not".

Restaurants, hotels, travel centers and other members of the Georgia hospitality community attended the seminar. They learned a lot about the importance of the program. They learned a lot about the importance of the program. They learned a lot about the importance of the program. They learned a lot about the importance of the program.

### Good Business

As a result of the success of the program, many businesses in the Atlanta area have been able to increase their revenue. The program has been a great success. The program has been a great success. The program has been a great success.

## NEW

How Can You Address Individual Air Quality and Customer Service?

The Accommodation Program is pleased to provide — in one issue — a variety of resources and materials to support needed efforts to accommodate these customers in the past several years, the program has developed a variety of materials, including a variety of materials, including a variety of materials, including a variety of materials.

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